

RCAS (RESERVE COMPONENT ATTITUDE STUDY) (WAVE IV)) 1981
CALL RECORD ANALY. (U) ASSOCIATES FOR RESEARCH IN
BEHAVIOR INC PHILADELPHIA PA JAN 83

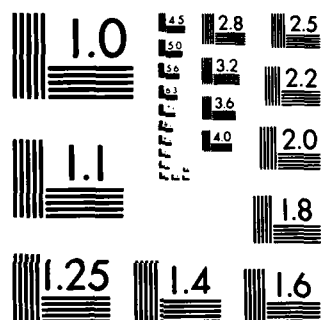
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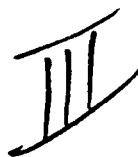
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Rpt. No. DMDC/MRB/TR-81/2-Vol. 3
Contract MDA 903-81-C-0617

DOCUMENT IDENTIFICATION

DISTRIBUTION STATEMENT A

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REPORT DOCUMENTATION PAGE

1a. REPORT SECURITY CLASSIFICATION Unclassified		1b. RESTRICTIVE MARKINGS	
2a. SECURITY CLASSIFICATION AUTHORITY		3. DISTRIBUTION / AVAILABILITY OF REPORT Approved for public release; distribution is unlimited.	
2b. DECLASSIFICATION / DOWNGRADING SCHEDULE			
4. PERFORMING ORGANIZATION REPORT NUMBER(S)		5. MONITORING ORGANIZATION REPORT NUMBER(S) DMDC/MRB/TR-81/2 - VOL 3	
6a. NAME OF PERFORMING ORGANIZATION Associates for Research in Behavior, Inc.	6b. OFFICE SYMBOL (If applicable)	7a. NAME OF MONITORING ORGANIZATION Defense Manpower Data Center (DMDC)	
6c. ADDRESS (City, State, and ZIP Code) The Science Center 34th & Market Sts. Philadelphia, Pennsylvania 19104		7b. ADDRESS (City, State, and ZIP Code) 1600 Wilson Blvd., Suite 400 Arlington, Virginia 22209	
8a. NAME OF FUNDING / SPONSORING ORGANIZATION Office of Secretary of Defense	8b. OFFICE SYMBOL (If applicable) OSD/MIL/MPFM/AP	9. PROCUREMENT INSTRUMENT IDENTIFICATION NUMBER MDA 903-81-C-0617	
8c. ADDRESS (City, State, and ZIP Code) Pentagon, 2B269 Washington, D.C. 20301		10. SOURCE OF FUNDING NUMBERS	
		PROGRAM ELEMENT NO.	PROJECT NO.
		TASK NO.	WORK UNIT ACCESSION NO.
11. TITLE (Include Security Classification) Reserve Component Attitude Study 1981			
12. PERSONAL AUTHOR(S)			
13a. TYPE OF REPORT Technical Report	13b. TIME COVERED FROM _____ TO _____	14. DATE OF REPORT (Year, Month, Day) January 1983	15. PAGE COUNT 5
16. SUPPLEMENTARY NOTATION			
17. COSATI CODES		18. SUBJECT TERMS (Continue on reverse if necessary and identify by block number)	
FIELD	GROUP	SUB-GROUP	
05	09		
		Military/Manpower/Reserve Force/Recruiting Market/ Research/Non-prior service/Prior Service/Male/Female	
19. ABSTRACT (Continue on reverse if necessary and identify by block number) The Reserve Component Attitude Study (RCAS) is an annual series from 1978 to 1982 surveying the propensity of men and women to enlist in the Selected Reserve Forces (Guard/Reserve). The study is conducted through a random digit dialing telephone survey of the NPS respondents. The veterans sample was selected from listings provided by the Department of Defense. In 1983 RCAS underwent a reconfiguration and was renamed Veterans Attitude Tracking Study (VATS). The purpose of RCAS is to discover issues relevant to enhancing the number and quality of those enlisting in National Guard and Reserve Forces. Data was collected to determine individuals' reasons for wanting to enlist in the Guard/Reserve from samples of Prior service (PS) men and women and Non-prior (NPS) service men and women. Individuals sampled were divided into categories of those with a negative propensity to enlist and those with a positive propensity to enlist.			
20. DISTRIBUTION / AVAILABILITY OF ABSTRACT <input checked="" type="checkbox"/> UNCLASSIFIED/UNLIMITED <input type="checkbox"/> SAME AS RPT. <input type="checkbox"/> OTIC USERS		21. ABSTRACT SECURITY CLASSIFICATION Unclassified	
22a. NAME OF RESPONSIBLE INDIVIDUAL Lisa Squadrini		22b. TELEPHONE (Include Area Code) (703) 696-5830	22c. OFFICE SYMBOL DMDC

Unclassified

SECURITY CLASSIFICATION OF THIS PAGE

RCAS 1981 data were collected in the Fall of 1981 from a nationally represented sample of 1,181 NPS males and 1,096 NPS females (ages 17 to 26) and from 1,812 PS males and 572 PS females recently separated from the Active Forces.

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AD-A149 301

RCAS (WAVE IV)

CALL RECORD ANALYSIS

WAVE IV - 1981

ASSOCIATES FOR RESEARCH IN BEHAVIOR, INC.
PHILADELPHIA, PENNSYLVANIA

RCAS (WAVE IV) CALL RECORD ANALYSIS

This is a report of the analysis performed on telephone calls made to collect data for Wave IV of the Reserve Components Attitude Study.

Sampling

For this analysis ARBOR sampled one-half of all non-prior service (NPS) sample packets and one-third of all prior service (PS) sample packets. The analysis includes the final call result of every phone number in each of the packets sampled -- 16,636 NPS and 4,039 PS final calls.

Response Rate

The response rate provides an indication of the probability of successful completion of the interview, once a potentially eligible respondent has been contacted. This year the response rates for both the NPS and PS samples were over 80 percent.

The response rate is calculated using the formula employed by the Survey Research Center of the University of Michigan, a major academic-related institution that conducts national survey work.

This is the same formula used to analyze the 1980 call record data. The formula is:

Response Rate =

$$\frac{\text{Number of Completed Interviews}}{\text{Number of eligible or potentially eligible individuals screened}}$$

This can be operationalized as:

$$RR = \frac{U}{U + V}$$

where,

U = number of completed interviews

V = number of incompleted interviews and refusals by
potentially qualified respondents

The denominator includes the number of potentially qualified individuals who refused to participate in the study. These individuals had entered the screening process. Although these individuals terminated the interview before it was determined whether they were fully qualified to participate in the study, they have been included as eligible respondents. Their inclusion in the denominator produces a conservative estimate of the actual response rate.

Response Rates for the 1981 Data:

Non-prior service samples = .84
Prior service samples = .81

Data Used to Determine Response Rates

As discussed above, 50 percent of all NPS sample packets and 33 percent of all PS sample packets were analyzed. Table 1 shows the distribution of final call results.

NPS Results: Of the 16,636 NPS final call results, 22 percent were unusable numbers and 8 percent were refusals. Fourteen percent (14%) were either no answer, busy or not at home. Respondents who were not eligible because of current or past military participation, or because they were awaiting basic training, were found in less than 0.5 percent of the sample. Households which did not contain any eligible participant were found in 48 percent of the calls. Once the interview began, terminations occurred in less than 0.5 percent of the sample. Completed interviews were obtained in 7 percent of the 16,636 calls sampled.

The percentage of unusable numbers decreased substantially in 1981, compared to 1980. This decrease resulted from a better sampling pool of randomly generated numbers. A majority of the exchanges designated for business telephone numbers had been removed from the sampling pool prior to data collection.

PS Results. Of the 4,039 PS final call results analyzed, 5 percent were unusable numbers, and 11 percent were refusals. Forty percent (40%) of the results were either no answer, busy or not at home. Ineligible respondents were found in 8 percent of the sample. Once interviewing began with an eligible participant, terminations occurred in 1 percent of the sample. Completed interviews were obtained in 34 percent of the 4,039 calls sampled.

TABLE 1. RESULTS OF ATTEMPTED CALLS --
FOR NON PRIOR SERVICE AND PRIOR SERVICE SAMPLES^{a)}

FINAL RESULTS OF ATTEMPTED CALLS BASE: TELEPHONE NUMBERS SAMPLED ^{b)}	NON-PRIOR SERVICE 16,636	PRIOR SERVICE 4,039
Unusable numbers	22%	5%
Non-working number	7	3
Disconnected number	10	2
Business number	5	*
Refusals	8	11
Refusal by potential respondent	1	6
Refusal by someone else	1	3
Initial hang-up	5	2
No answer, busy, not at home	14	40
No answer	11	13
Busy	1	1
Fast busy	*	*
Not at home	*	1
Respondent moved	NA	12
Respondent not at number given	NA	12
Other	1	2
Respondent not eligible	*	8
Current or past military participation	*	NA
Currently awaiting basic training	*	NA
Never in military	NA	2
Currently in military	NA	2
Currently in paid drill status	NA	2
In Coast Guard	NA	*
Length of time	NA	3
Household not eligible	48	NA
Incompleted interview	*	1
Completed interview	7 100%	34 100%

* = Less than 0.5 percent.

NA = Not applicable.

a) Categorical percentages may not sum to 100 and subcategorical percentages may not sum to the categorical percentage, because of rounding.

b) As indicated in the text, the analyses are based on samples of call records. Approximately 50 percent of the NPS records and 33 percent of the PS records were sampled.

This year the percentage of those contacted found to be ineligible decreased substantially, particularly for those ineligible because of the length of time since separation. Moreover, the percentage of potential respondents who could not be contacted because they had moved decreased. These results can be attributed to a better, more current sampling pool provided by DMDC.

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